

Co-op Projects / Markets / Events/ Seasons				
Co-op Partner	Co-op Award	Marketing Location	Date of Event	Seasonal Spend
November 2005 - Round 1	Co-op Award	Marketing Location	Date of Event	Seasonal Spend
Deaflympics	100,000.00	Washington, D.C., Rochester - NY, Phoenix, Palandoken - Turkey, Vienna - Austria, SLC, Telluride - CO, Orlando, Greensboro, Montreal, St. Louis, Austin, St. Louis, Pomona, Calgary, Taipei - Taiwan, Atlanta, Reykjavik - Iceland, New Orleans, Quebec, Washington, D.C., Chicago, Seattle, Pleasanton - CA, Rochester - NY, Brno - Czech Republic	February 1-10, 2007	Winter
Ski Utah	94,271.00	Print ads in Powder, Southwest Spirit, Ski Racing, Skier News, Orange Coast, San		Winter
Moab Music Festival	6,007.00	Western U.S. - Aspen Magazine, Telluride Magazine, Santa Fean	Aug. 31st - Sept. 16th, 2006	Non-winter
Heber Railroad	10,000.00	AAA website, Family travel/activity sites. Magazine ads in Family Fun, Family Travel, AAA Via, Sunset, True West, Cowboys and Indians, Trains, Railfan and Railroad, Classic Trains	Events throughout the summer	Non-winter
Salt Lake CVB - Ski Salt Lake	75,000.00	Southern California		Winter
Moab CVB	100,000.00	Colorado with emphasis on the Front Range and Western Slopes		Non-winter
Town of Alta	5,000.00	Chicago, Atlanta, Seattle, Portland, San Francisco, Sacramento, San Diego, Phoenix, Las Vegas		Winter
Heber Valley COC - Golf Wasatch	20,000.00	Southern California, Las Vegas, and Arizona, national and regional ads		Non-winter
Heber Valley COC - Snowmobiling	10,000.00	California, Colorado, Nevada, Boston, Florida, Oregon, Western U.S.		Winter
Salt Lake Airport / Park City	112,500.00	Chicago and San Diego		Winter
Garfield County	67,334.00	Print ads in AAA Colorado and Utah Tour Book, Trailer Life, Home and Away AAA Midwest Magazine, Outdoor Utah Vacation Guide. Consumer shows in Las Vegas, Kansas City, San Mateo-CA, Denver, Long Beach, Costa Mesa - CA, Pomona - CA, Las Vegas, Reno, Logandale - NV, Denver, & Phoenix		Non-winter
Park City Jazz Foundation	25,500.00	Out-of-state group meeting planners nationwide, individual travel organizers, corporate group travel organizations	August 25-27, 2006	Non-winter
Ogden-Weber CVB	11,250.00	Phoenix, Seattle, Portland, Denver, Boise	September 1-3, 2006	Non-winter
Kimball Arts	19,688.00	Intermountain West including Aspen, Taos, Jackson Hole, San Diego, Boise, Denver, Los Angeles, Las Vegas, Phoenix, San Francisco	August 5-6, 2006	Non-winter
Sevier County CVB	18,750.00	ATV enthusiasts nationwide		Non-winter
American West Heritage Center	49,592.00	Contact with tour operators in L.A., San Francisco, Las Vegas, Phoenix, Denver, New York, Miami, others on East Coast, Germany, Austria, Switzerland, Netherlands, Belgium, France, Great Britain. Magazines distributed in Nevada, Idaho, Wyoming	Events throughout the summer	Non-winter
Cache Valley CVB	14,852.00	Outdoor Utah, Birding, Sunset (Southern California distribution), 99 Things to do in Yellowstone, UHLA Accommodations Guide		Non-winter

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Wayne County	8,029.00	Colorado, Sunset Magazine Travel Planner, Grand Circle Travel Planner, Outdoor Utah Vacation Guide		Non-winter
Union Station	8,750.00	National and regional markets - AAA Tour Book, Skywest/Delta In-flight Magazine, Smithsonian affiliate.		Non-winter
Zion & Bryce	33,500.00	Las Vegas		Non-winter
Round 1 Total	790,023.00			
December 2005 - Round 2	Co-op Award	Marketing Location	Date of Event	Seasonal Spend
Utah Shakespearean Festival	65,061.00	Southern Nevada and California		Non-winter
Canyonlands Field Institute (Plateau Restoration)	2,000.00	Western, mid-west, southern and east coast national schools and colleges		Non-winter
City of Green River	23,000.00	Nevada and Colorado		Non-winter
Davis Area CVB	13,013.00	Pocatello/Idaho Falls; Boise; Coeur D'Alene; McCall/Whitewater; Yellowstone Route; Butte, MT I-15 & I-90; Spokane WA; Northern NV; Reno & Carson City, NV; North Lake Tahoe; Yuma, AZ		Non-winter
St. George Area CVB	32,500.00	Las Vegas		Non-winter
Thanksgiving Point Institute	15,000.00	NTA Magazine; Group Tour Magazine; ABA Magazine; Group Travel Leader Magazine; Leisure Group Travel; National Tour Association; Go West Summit; American Bus Association		Non-winter
Utah Valley CVB	33,850.00	Southern Idaho; Wyoming; VIA Travel Guide; Sunset Travel Planner; SkyWest/Delta Connection Magazine; Outdoor Utah Vacation Guide		Non-winter
Carbon County Travel Bureau	4,482.00	Booth - Utah, Colorado and possibly California, Nevada & Arizona markets Cabela's - Nationwide Mobile Home News - Coachella Valley including Palm Springs, Cathedral City Desert Hot Springs, Sky Valley, Palm Desert, Rancho Mirage, Indio, LaQunita, Thousand Palms, Morango Valley and Yucca Valley Montrose Style Magazine - Montrose, Co. True West Magazine - Nationwide		Non-winter
SUU Outdoors	5,000.00	Will be sending brochure to prospective out-of-state conference attendees	Oct 4 - 8, 2006 - Canyoneering Conference	Non-winter
Kane County Office of Tourism	15,000.00	United States, Canada & international tourism markets		Non-winter
Round 2 Total	\$208,906.00			
April 2006 - Round 3	Co-op Award	Marketing Location	Date of Event	Seasonal Spend
2007 Rotary International Convention Host Organization Committee & Salt Lake CVB	168,150.65	International District Assembly in San Diego; 2006 Rotary International Convention in Denmark plus 17 other "zones"; Rotary Int'l HQ, zone and district web sites; world wide marketing in Rotarian magazine; DVD will go to all district governors	June 17-20, 2007	Non-winter

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Bear River Association of Governments	11,840.00	Sunset distribution in Southern California, travel guide mailed all over the U.S.		Non-winter
Daggett County	16,060.00	Radio spots and tradeshow booth in Wyoming, advertise fly-ins in nationwide magazine for pilots.		Non-winter
Dinosaurland Travel Board	15,150.00	Regional travel shows and Intermountain West visitor centers		Winter
Friends of the Moab Folk Festival	17,000.00	Colorado, Arizona, New Mexico, Wyoming & Montana	November 3-5, 2006	Non-winter
Mt. Pleasant City/Heritage Highway 89	25,000.00	Distributed at out of state travel shows, to domestic and international tour operators, and distributed by the American Automobile Club, visitors centers, National Park Service, and Preserve America sites.		Non-winter
Ogden Valley Business Association	5,074.00	Advertising in: Go-Utah Ski Utah, on website		winter
Park City COC	9,396.00	Evanston, Wyoming		Non-winter
Park City Performing Arts Foundation	47,405.00	Magazine and billboard ads in Las Vegas/Henderson, NV. Coasters used in Jackson Hole, Aspen, Vail, Napa, and Sun Valley Wine and Culinary festivals. Also The Parallel winery and vineyard in Calistoga, California (Napa Valley), The Great American Beer Festival in Denver and the World Beer Competition in Seattle, Farmers Markets and restaurants throughout the intermountain west, and "Governors Cup" at Wyoming Downs in Evanston. Podcast promoted to out-of-state region.	Park City Summer Concert Series at Deer Valley - July 2, 21, 31; August 30, September 4, 2006	Non-winter
Piute County	20,000.00	Regional outdoor shows		Non-winter
Salt Lake CVB	88,645.22	Idaho Falls, Pocatello, Twin Falls, Boise, Evanston, Rock Springs, Las Vegas, Phoenix, CA, WY		Non-winter
Sportsmen for Habitat	100,000.00	Print ads - National Hunting Magazines Radio - Boise, Twin Falls, Idaho Falls, Grand Junction, Flagstaff, Rural Montana & Wyoming	January 17-20, 2007	Winter
The Downtown Alliance	25,000.00	Idaho, Wyoming	Ongoing	Non-winter
Utah Festival Opera	50,000.00	Idaho, Arizona, Colorado, Nevada, Wyoming California, Oregon & Washington	July 12 - August 12, 2006	Non-winter
Utah Ski & Snowboard Assoc/ Ski Utah	250,000.00	ESPN, ESPN2, Gold, Headline News, The History Channel, National Geographic, Outdoor Life, Travel, The Weather Channel, CNN, The Discovery Channel, Discovery Home		Winter
Utah Symphony and Opera & Park City Chamber Bureau	30,000.00	Southern California	Deer Valley Music Festival - July 22 -	Non-winter
Wasatch Western Heritage/Cowboy Poetry	12,000.00	Cowboys & Indians, American Cowboys, Tru West, Cowboy Magazine, Rope Burns, Rocky Mountain Rider, Happy Trails, Wrangler	November 7-12, 2006	Non-winter

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Zion Canyon Art & Flute Festival	5,000.00	Native Peoples Magazine, Highway Radio (California to Las Vegas & Phoenix market), Various Event Flyers, AAA Magazine	October 13-15, 2006	Non-winter
Round 3 Total	895,720.87			
August 4, 2006 - Round 4	Co-op Award	Marketing Location	Date of Event	Seasonal Spend
Alta Resort Association JOINT Salt Lake CVB	28,000.00	Print ads - New England corridor and the New York Tri-State areas		Winter
American Dream Foundation JOINT with Union Station Foundation	30,000.00	Magazine ads, print ads, TV, radio, brochures - Western US, Idaho, Wyoming, Colorado, Nevada	July 2-4, 2007	Summer
American West Heritage Center	20,000.00	Brochure, CD-R - US (specifically California), Europe & Asia		Summer
America's Freedom Festival at Provo, JOINT Utah Valley CVB	25,550.00	Billboards, radio - Southeast Idaho, southern Nevada, western Wyoming and western Colorado	June 30-July 4, 2007	Summer
Box Elder County Tourism Office JOINT: Box Elder County Economic Dev.	6,075.00	Brochure, website - Western States		Summer
Cache Valley Visitors Bureau JOINT: Box Elder County Tourism, Rich County Tourism	26,452.50	Magazine ads, AAA Guidebook, brochure - Western States		Year-round
Canyonlands USA	18,000.00	USA Travel Guide - Western Europe		Year-round
Carbon County Fairgrounds and Exhibition/Events Center	6,551.00	Brochures - Western States		Summer
Castle Country - 8/07 Castle Country Visitor's Guide & Photography	16,500.00	Magazine ads, brochures - Visitor's Guide will be distributed all across the US		Year-round
Castle Country - 8/07 National Geographic Traveler Magazine JOINT: Moab Area Travel Council, Dinosaurland, Moab, Canyon Country	16,899.00	National Geographic Traveler Magazine - all states west of the Mississippi		Summer
Castle Country - 8/07 Travel/Consumer Shows & Convention Bags	2,502.00	Consumer shows & conventions - Colorado, Arizona, Nevada		Summer
City of St. George - Community Arts and Exhibits Division	15,000.00	Print ads, radio, billboards, brochures - Las Vegas, NV		Year-round
City of St. George - Community Arts and Exhibits Division	7,500.00	Brochures - Nevada, Colorado, California, Wyoming, Arizona, Idaho & Canada		Year-round
Davis Area CVB	33,775.00	Brochures - Montana, Idaho, California, Oregon, Washington, Arizona		Winter
Dinosaurland Travel Board	7,652.50	Booth - Western Colorado		Year-round
Four Corners Heritage Council	8,125.00	Brochure - U.S. and selected European & Asian Countries		Year-round
Friends of the Moab Folk Festival	15,000.00	Print & magazine ads - Colorado, Arizona, New Mexico, Wyoming, Montana, California & Texas	Nov 1-4, 2007	Summer
Heber Valley Chamber of Commerce - Golf Wasatch	25,000.00	Radio, billboards, brochures, print & TV - Arizona, California, Colorado, Nevada & United Kingdom		Summer
Heber Valley Chamber of Commerce - Snowmobiling	20,000.00	Newspaper, magazine ads - Arizona, California, Colorado, Nevada		Winter
Heber Valley Railroad Authority	15,000.00	Print, TV, radio, billboards - Intermountain West, nationwide and international		Year-round
Historic District Improvement Company	20,900.00	Brochures - Nationwide		Summer

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Huntsman World Senior Games	75,000.00	Print, TV, radio, magazine ads - California, Oregon, Washington, Arizona, Colorado, New Mexico, Nevada, Texas, New York, Florida, Illinois	Oct 8-20, 2006	Summer
Juab Travel Council	3,750.00	Website only		Year-round
Kimball Art Center	67,511.00	Magazine ads - Texas, California, Illinois, Nevada, Arizona & Wyoming	Aug 2-5, 2007	Summer
Moab Arts Council	6,600.00	Print, magazine ads - Colorado, Arizona, New Mexico		Year-round
Moab Music Festival	6,900.00	Brochures - California, Colorado, New Mexico, Nevada, Arizona & east coast	Aug 30 - Sept 15, 07	Summer
Ogden Union Station Foundation JOINT: American Dream Foundation	7,550.00	AAA Tour book - Western United States	Freedom Rally - June/July 2007	Year-round
Ogden Union Station Foundation JOINT: Golden Spike Heritage Foundation	36,000.00	Brochures - Western United States (Some international with website)	Golden Spike Celebration: May 9-12, 2007	Year-round
Ogden Weber CVB JOINT: Weber County	220,235.00	Brochures, magazine ads, billboards, pay-per-click - Rocky Mountain Region, New York Runners Club	Various dates - see file	Summer
Olde World Historical Council dba Dickens' Christmas Festival	10,000.00	Billboard, radio, TV - Nevada, Southern California, Northern Arizona, Eastern Colorado		Winter
Panguitch Main Street, Inc.	5,000.00	Brochures - All western states with emphasis on California and Las Vegas		Summer
Park City CVB	250,000.00	Broadcast TV in New York DMA which includes NYC, NY, Connecticut New Jersey		Winter
Park City Jazz Festival	25,000.00	Magazine ads, tradeshow - Worldwide	Aug-07	Summer
Park City Jazz Festival (IAJE)	25,000.00	Print advertising - Worldwide with a concentration in the eastern US, midwest, northeast, southeast and western U.S.	Jun-08	Summer
Park City Performing Arts Foundation	91,010.00	Brochures, magazines, billboards - Las Vegas, New York, Florida, Idaho, Colorado, Wyoming & California		Summer
Pioneer Theater Company	35,000.00	Newspaper - Idaho, Montana, Nevada	April - May, 2007 (Les Miserables)	Winter
Red Rock Golf Trail	40,000.00	TV - Nevada, Southern California, Colorado, Wyoming, New Mexico, Texas		Year-round
Salt Lake CVB	75,000.00	Print, radio, magazine ads - New York, New Jersey, California (Los Angeles & Orange County)		Winter
Salt Lake CVB JOINT: Clark Planetarium, Utah Museum of Fine Arts, Thanksgiving Point Institute, Red Butte Garden	75,000.00	Print, radio - Idaho, Wyoming, Las Vegas, Arizona & California		Summer
Sevier County Travel Council	10,000.00	TV Commercials - Texas, Arizona, Nevada, Idaho, Oregon, Colorado, New Mexico		Summer
SunParks, Inc.	37,500.00	Print ads, magazine ads - Midwest, Central Great Lakes,		Year-round
Underdog Foundation - Park City Culinary, Wine & Ski Classic	6,146.00	Flyer, website, misc - Boston, New York City, Pompano Beach, Florida, Los Angeles, Las Vegas, San Diego	February 8-11, 2007	Winter
Utah Festival Opera Company	39,125.00	TV, print, radio, magazines - Idaho, Arizona, Colorado, Wyoming California, Oregon, Washington, New York, Chicago, Pennsylvania	Various	Summer
Utah Shakespearean Festival	99,325.00	Print, TV, radio, tradeshow, magazine ads, billboards - Nevada, California, Arizona & national theatre media	June 21-Oct 27, 2007	Summer
Utah Ski & Snowboard Association / Ski Utah	132,000.00	Magazine ads - National circulation		Winter
Utah Valley CVB - requesting \$65,825	65,825.00	Magazine ads & tradeshow - Western Region & US National Market		Year-round
Wasatch Western Heritage, Inc.	12,000.00	Magazine ads & fam tours - Idaho, Wyoming, Colorado, Nevada, California, Arizona, New Mexico & national publications	November 6-11, 2007	Summer

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Wayne County Travel Council	11,360.26	Magazine ads - Brochure distribution upon requests from website, email & phone		Summer
West Valley City	29,500.00	Magazine ads - Idaho, Wyoming, Colorado, Arizona, Nevada		Year-round
Round 4 Total	\$1,861,819.26			
YTD Co-op Funds Awarded:	\$3,756,469.13		Updated 10/5/06	